

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Steven Reidl, *et al.*
Serial No. : 10/662,776
Filed : September 15, 2003
Title : SYSTEM AND METHOD FOR ADVERTISEMENT
DELIVERY WITHIN A VIDEO TIME SHIFTING
ARCHITECTURE
Group Art Unit : 3688
Examiner : Adam B. Chornesky
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

In response to the final Office Action dated June 9, 2011, please reconsider the above identified application in light of the following Response, wherein

Amendments to the claims begin on page 2 of this paper, and

Remarks begin on page 21 of this paper.